

# Strategic Advisory and Positioning Recommendations for Ultra-Luxury Multifamily in Seattle, Washington

## Background & Objectives

- The client was an experienced mixed-use developer and owner in the Seattle metro area with land holdings in rapidly changing urban nodes.
- To align with its commercial holdings and in keeping with the founder's vision, the client sought to develop ultra-luxury rental multifamily units on one of its properties.
- The planned units were envisioned as condo-quality rentals, with finish levels, amenities, and price positioning significantly above the local market.

## Results

- TCG advised the client's owners and leadership team over a number of years on the project, through shifts in the market and changes in the client's objectives.
- We analyzed demographic, economic, and lifestyle trends locally, regionally, and nationally in order to understand the depth of demand for luxury rental units. Importantly, we had to employ various 'out-of-the-box' analyses in order to assess the potential for a project whose positioning did not yet exist in the local market.
- Our team was engaged closely with the design team to ensure that the floorplans and common spaces were aligned with the needs and wants of the target market.
- TCG's analyses and recommendations were critical in refining the project plans and in securing funding.
- The project was able to attract the target market, lease up, and position itself as one of the top rental projects in the Seattle market.

## LOCATION

Seattle, Washington  
Metro Area

## PRODUCT

Residential (Rental)

## CLIENT

Developer, Owner